

## In The Claims

1. (currently amended): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface said process consisting of:
  - (a) applying a layer of a hydrophilic solid material comprising at least 30% by dry weight of an animal glue based on the total weight of the hydrophilic solid material to said polyethylene or polypropylene polymeric label and thereafter drying said layer of hydrophilic material to form a water activatable hydrophilic layer that can be activated into a tacky fastenable adhesive;
  - (b) applying a sufficient amount of water containing a cross-linking agent ~~or a water based adhesive containing a cross-linking agent~~ to said activatable hydrophilic layer to form a tacky fastenable polyethylene or polypropylene polymeric label;
  - (c) fastening said tacky fastenable polymeric label to a glass, plastic or metal container or surface; and
  - (d) curing said polyethylene or polypropylene polymeric label on said glass, plastic or metal surface or container.
2. (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein the hydrophilic solid material is 90 percent by weight animal glue.
3. (canceled)

4. (canceled)

5. (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water containing an effective amount of a crosslinking agent to said activatable layer to form a tacky fastenable polyethylene or polypropylene polymeric label.

6. (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water containing an effective amount of a crosslinking agent to said activatable layer to form a tacky fastenable polyethylene or polypropylene polymeric label.

7. (canceled)

8. (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water based activator containing an effective amount of a cross-linking agent to said activatable layer to form a tacky fastenable polyethylene or polypropylene polymeric label.

9. (previously presented): A process for applying a

polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein the total amount of dried hydrophilic material is from 0.02 g to 0.7 g of dried hydrophilic material per sq. cm. of polyethylene or polypropylene polymer label material.

10. (previously presented): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface as defined in claim 1 where a slip agent is added to said hydrophilic material.

11. (previously presented): A process for making a polyethylene or polypropylene polymeric label stock for application to a glass, plastic or metal container or surface said process consisting of the steps of : (a) applying a layer of an hydrophilic solid material comprising at least 30% by dry weight of an animal glue based on the total weight of the hydrophilic solid material by applying a aqueous dispersion of animal glue containing a cross-linking agent to a polyethylene or polypropylene polymeric label stock and thereafter drying said layer of hydrophilic material.

12. (canceled)

13. (previously presented): A process for making a polyethylene or polypropylene polymeric label stock for application to a glass, plastic or metal container or surface as defined in claim 11 wherein said aqueous dispersion of animal glue contains a cross-linking agent and an slip agent.

14. (withdrawn): A glass, plastic or metal container which is labeled with a label which is fastened to said container with a cross-linked animal glue.

15. (withdrawn):A glass, plastic or metal container which is labeled with a label which is fastened to said container with a cross-linked animal glue that is applied by rewetting a label which is treated with a water activatable animal glue.

16. (canceled)

17. (withdrawn):A composition for activating a dried activatable hydrophilic layer on a surface of label stock, said composition, said composition comprising cross-linker 1-10 wt %; wetting agent 0-1 wt %; defoamer 0-1 wt %; thickener 0-2 wt %; natural polymer 0-15 wt %; synthetic polymer 0-10 wt %; and water balance to 100%.

18. (new): A process for applying a polyethylene or polypropylene polymeric label to a glass, plastic or metal container or surface said process consisting of:

(a) applying a layer of a hydrophilic solid material comprising at least 30% by dry weight of an animal glue based on the total weight of the hydrophilic solid material to said polyethylene or polypropylene polymeric label and thereafter drying said layer of hydrophilic material to form a water activatable

hydrophilic layer that can be activated into a tacky fastenable adhesive;

b) applying a sufficient amount of water a water based adhesive containing a cross-linking agent to said activatable hydrophilic layer to form a tacky fastenable polyethylene or polypropylene polymeric label;

(c) fastening said tacky fastenable polymeric label to a glass, plastic or metal container or surface; and

(d) curing said polyethylene or polypropylene polymeric label on said glass, plastic or metal surface or container.